**PHILIP MORRIS U.S.A.** **INTER-OFFICE CORRESPONDENCE**
**120 PARK AVENUE, NEW YORK, NY 10017**

**TO:** Deane Gross **DATE:** December 28, 1993

**FROM** Yvette Robinson

**SUBJECT:** **REVISION** - SECTION 54 EVENTS

As requested, below are the events listed in Section 54. There may be additions or deletions.

| EVENT | DATE | LOCATION |
|---|---|---|
| Chinese American Expo<br>On-site pack sales;<br>possible retail tie-in; name generation | 2/5-6 | Pomona, CA |
| Little Saigon Tet<br>On-site pack sales;<br>possible retail tie-in; name generation | 2/11-13 | Westminster, CA |
| L.A. Fiesta Broadway<br>On-site pack sales;<br>possible retail-in; name generation; (Synergy effort w/KGF participation)<br>MARLBORO CONCERT | 4/25 | Los Angeles, CA |
| Carnaval San Francisco<br>On-site pack sales;<br>possible retail -in; name generation | 5/28-29 | San Francisco, CA |
| Black Expo USA<br>On-site pack sales;<br>(definite retail tie-in); name generation | 10/8-9 | Los Angeles, CA |

If you have any questions, please let me know.

cc: M.J. Gennaro
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Source: https://www.industrydocuments.ucsf.edu/docs/rhgm0004